The Impact Of Social Media On Electronic Loyalty Of Jordanian Consumer

Majd Mohammad AL-Hawamdeh

Abstract: this study aimed to identifying the impact of social media on electronic loyalty to the Jordanian consumer. The current study is based on four dimensions of social media for measuring and it's as follows: informatics, interaction, credibility and content sharing. This study has also followed two dimensions for measuring electronic loyalty, namely; electronic trust and electronic satisfaction. The study was conducted on a sample of 739 Jordanian consumers who use social media for purchasing goods and services on a regular basis. This study has found that there are middle levels of average for three dimensions of social media (informatics, interaction and content sharing), while the level of credibility dimension was high. Also the study results found out that the electronic loyalty and its dimensions (electronic trust and electronic satisfaction), they came as high levels. Results also indicated that there is a significant effect of social media on electronic loyalty of Jordanian consumer, and there is a significant effect for social media on electronic trust and electronic satisfaction of Jordanian consumer.

Index terms: Content sharing, Electronic loyalty, electronic satisfaction, electronic trust, interaction, Jordanian consumer, Social media.

1 INTRODUCTION

Business organizations in the current time are more focusing on Customer loyalty because of its importance in furthering organization revenues. Commercial and business organizations spends efforts to keep their current customers loyalty, as the costs of retaining loyalty from current customers is less than costs of obtaining new customers (Romadhoni, Hadiwidjojo & Noermijati, 2015). Qualities of product and customer satisfaction are very important factors in affecting the customer loyalty in traditional environment (Kitapci, Taylan, Yaman & Gulmez, 2013). The huge development of information technology and rapidly use of e-marketing requires focusing on factors that affecting customers electronic loyalty. New studies in e-marketing showed that social media services quality has impact on customer's electronic loyalty, and the customers must feel satisfied with the provided services in order to maintain customer's loyalty (Lin, Luo, Cai, Ma & Rong, 2016). Social media applications are very diffuse around the world, because of the increased use of these tools, and it has many benefits, allow users to interact with each other, building a social relationships, retweeting/ sending posts, sharing messages widely with short time no trouble. Social media contains a tremendous amount of information about different services/ products which allow organization in building a fake base markets and promote their products and gain competitive advantage easily (Hu, Zhang, Wang, 2019). S. media also builds personal learning environments and enhance learning motivation, participation, and achievement. It also creates a good opportunity for informal learning and integrate it with formal education activities (Deng & Tavares, 2015). S-media has a great development in personal, social and political level, of individual's lives and it became the virtual world by offering wide space for users and groups on various kinds to express opinions and situations about issues that they are concern freely (Chang, Yeh, Hsing & Wang, 2019). Enabling consumers to interact and exchange information makes social media popular with wide popularity. And imposes Companies to find niche on social media tools by promoting products, find new ways to interact with customers, and building relationships with social media users (Li & Bernoff, 2011). Social media it's an opportunity to discover information about a specific topic, buying a new product, search for job opportunities, or browse only to learn about its content, and it's also advertising tool for product / service and ideas. And there to type of advertise: company content where company create page on these tool and this content define company and its trademark, products; second type is advertise through the private user content, where advertiser have link between private user and company's website (Autelitano, Pernic & Scalia, 2019). Social media is one of internet communication tools used by individuals and organizations to exchange information, ideas with several parties such as, friends, relatives, clients, co-workers. And it's creating a virtual societies with personal information and other contents, also it provide pictures, videos communications, and its, and it can be used through computers, tablets, or smart phones, via internet programs (Makela & Hoff, 2019).

2 THEORETICAL BACKGROUND

2.1 Social Media

The definitions of social media have many different meaning; differ from one researcher to another. Social media is defined as an electronic system that allows internet users to create their own pages, and link them through a social electronic system with other members who have same interests and hobbies, to educate and familiarize others with information, products, and various issues (Chauhan & Pillai, 2013). Imran, Fatima, Aslam and Iqbal (2019) indicate the social media as environment allow users to create pages on the internet to provide a presentation of the required content, and share the information with the environment users to reach the goals, and it can be used as a scientific and personal tool. It is a set of electronic services and communication tools that allow its users to create and organize personal files, and communicate with others, and includes profile pages for users and give them the ability to join groups, chat, blogs and discussion forums (Smith, 2019). Benamara, nkpen and Taboada (2018) pointed out social networking sites as a web application allows users to create they own account, and link user account with friends account to know them and know their hobbies and news. Each application has its users, and the number of users increases every day. Its methods and tools that can be use to exchange information and knowledge between users and get high-quality human

relations including traditional and modern electronic tools. Also it's set of web sites allow user to create his own site, and link them with other members via e-social system (Gálvez, 2019), also others indicate it as a set of internet applications which allow information creation and exchange with each other, also it's a form of e-communication use to exchange information, ideas, personal messages and other content, through e-sites (Tshidzumba, 2019). Frederick and Zhang(2019) pointed it as sites created through internet between group of students and teachers with scientific interests and common knowledge which let them to communicate with each other for exchanging ideas and information in different type (verbally, written, or audio). Smith (2019) Indicates it, the sites or applications which begin when user create account to publish data, comments, documents, messages, photos, videos, and share it with others and make friend relation with others. Whereas (Merriam-Webster, 2014) defines social media as websites or software applications designed specifically to provide communication service between registered users with they own user name, phone number or email, and this communication is only possible via the internet.

2.2 Dimensions of social media:

1. Informatics: It is the amount of different information in different fields, which social media and websites contain, but at the same time this information must be accurate, valid, and useful and be realistic. Informatics very important and sensitive component because of ease to participate and re-share information, and it effect on user's reactions (Frederick & Zhang, 2019). Nikolova (2012) Indicates social media as an opportunity to discover information about a specific subject, buy a new product, search for job opportunities, or browse just to learn about its content. Also it can be advertising channel due to the abundance information for large number of users with different information and opinions.

2. Interaction: It the continuity communication between users and interaction can be achieves immediately through these sites to discuss the raised issues; there many type of interaction such as time communication it's the current dialogue between the participants to reach continuous communication in future. Other type is participation, it's the actual participation, sharing and discuss raised issues with others and not only being satisfied by listening to what they said (Marzouk, 2016). Kietzmann and Canhoto (2013) Indicate interaction process as user ability to produce, publishing, control, critique, classify, and interact with online content and exchanging information, building the relations with others.

3. Credibility: Expresses the ability to trust, review, and Rely on information to find solution for specific problem, and it must be characterized by honest, impartial, and be neutral, conforming with actual facts (Smith, 2019). Imran et al., (2019) pointed several things that must be met in information to be reliable: Accuracy: accurate information provides lot of effort and time to the reader and use it help and support him to reach logical results and judgments. Correct: It expresses how this information is close to reality and facts. Updated: information must be constantly updated and new. Coverage: information should be relevant to all aspects of the topic being studied. Objectivity: it's the basis of quality for used information. Therefore, there specific standards must be followed to ensure the level of electronic information quality, and this depends on user knowledge and qualifications which qualify them to pick the best and perfect information.

4. Content sharing: process that allowing users to publish information on multi form (pictures, video, blogs, discussion forum, or comment) in the web sites and without pay. Content of shared information is the outcome of routine and professional practices and it reflects the amount of creative effort that person has (Marzouk, 2016). Social media tools provide opportunities for their users such as meeting with each other, exchanging views, experiences, content and information communicate on a large scale and it's available for different age groups, social, cultural, and economic. Also its able users to develop, evaluate, collaborate, share internet content, with other users, also the opportunity to discuss topics by posting comments on the internet, adding others directly, and editing, adding, modifying content, and allowing user to create account and express his content and personality, and achieve a specific level of fame, status in the society, and self-expression in addition to its a low-cost and highly flexible method (Nagle & Pope, 2013).

2.3 Electronic loyalty

Electronic loyalty is one of Modern topics which started from 2000 (Lopez-Miguens & Vazquez, 2017). E-loyalty defined as customers desire of to re-purchase from the same e-seller based on previous experience (Safa,Von Solms, 2016). Either Cyr (2008) pointed the electronic loyalty as mental intent to use website in the future, which lead to a repeat purchase behavior. From Anther said e-loyalty defines as the customer status about e-business, which leads to repetitive purchase (Anderson & Swaminathan, 2003, 125). lópez-Miguens and Vazquez (2017) defined e-loyalty as the customer desires to have a stable relations e-purchase and repeat visits and purchases of products through the website. E-loyalty is a multi-dimensional concept and it measured by two dimensions; behavioral dimension, and directional dimension (Jeon, Jeon, Jeong & Jeong, 2017). Most studies used these two dimensions on research in concept of electronic loyalty (Anderson & Swaminathan, 2003; Balabanis, Renolds & Simintiras, 2006; Floh & Treiblmaier, 2006). The behavioral dimension indicates the rate of repeated purchases made by customer, while directional dimension reflect the psychological aspect and the Motives of purchasing behavior, both dimensions are important to explain the e-loyalty. Studies that focused on e-loyalty indicate: company can enhance e-loyalty by studying and analyzing customer's needs, interacting with customers, and providing them distinct levels of products, and also reflect positively on organization profits and it e-loyalty (Moriuch & Takahashi, 2016; Safa & Von Sloms, 2016; Cyr, 2008). Nisar & Prabhakar (2017) point out, the continuity of any Project depends on customer satisfaction, in traditional or electronic marketing; also Firdous & Farooqi (2017) noted the online service quality as one of the most important factors to gain the competitive advantage, and satisfactory relations with clients. And the concerning on website

services quality leads to conserve existing customers and attracting new customers. Also Alkhouli (2016) believes there a positive relation between website services quality and e-satisfaction and e-loyalty, and service quality have positive contribute on the customer electronic satisfaction. There is several benefits of service quality; customer satisfaction (which enhances their electronic loyalty), also it contribute in gaining a sustainable competitive advantage, in addition it reduce costs and attract new customers (Awoke, 2015). Kotler, Wong, Saunders and Armstrong (2005) Indicated; The quality of services begins by identifying the customer needs then affecting on their satisfaction and ends with loyalty, so improving services quality leads to improving customer satisfaction, which in turn achieve the customer loyalty. Relation between satisfaction and loyalty stronger and more important in the electronic environment compared to the traditional environment whereas the lack of online shoppers previous experiences with products forces them to search for other products and compare the product with many alternatives (Moon, 2016). Studies have indicated that the satisfaction in electronic environment generate customers loyalty (Kumar, Dalla & Ganesh, 2013; Kim, Jin & Swinney, 2009; Liang & Chen, 2009). At the same time Dixit and Shailja (2016, 191) believes that electronic satisfaction is achieved when the electronic relation, electronic efficiency and electronic mental value are fulfilled. If electronic satisfaction achieved that lead to achieve electronic loyalty. There are major difficulties to achieve the loyalty in the electronic environment in general, that why electronic satisfaction become more important in achieving electronic loyalty (Jeon et al., 2017; Sugiharto, 2017; Ismail & Safa, 2014; Eid, 2011).

Dimensions of Electronic loyalty:

1. Electronic Trust: e-Procurement requires high level of trusted relations, for several reasons. First, the purchase process is uncertain and exposed to several risks. Second, doubts limits the Procurement process through communication tools because customer could be exposed to opportunistic behavior by the seller who may not respect the terms of delivery that he promises or hides his true identity (threat of fraud), Thirdly, the information mismatch which is another factor of doubt for the customer and this mismatch results from the spatial and temporal distance between the seller and the customer (Pavlou, 2003, 70). Trust is the coordinator for all aspects of interaction and communication with any commercial field. Also it has major and important role in complementing the behavioral loyalty and situation loyalty, and its effects on market outcomes that are associated with factors such as market share sustainability and price flexibility.

2. Electronic Satisfaction: It has been defined as customer's satisfaction in current purchase process based on his previous electronic experiences (Moriuchi & Takahashi, 2016). It's also known as the person feelings which are generated when electronic offer meets customer expectations. Achieving satisfaction is a prerequisite for establishing long-term relation in traditional and electronic trade. Electronic satisfaction is one of the basics dimensions to maintain good relations with clients and gain them loyalty (Constantin, 2013). In addition, electronic satisfaction is considered one of the most important factors for success in online business environment (Turban, King, Lee, Liang & Turban, 2015). Achieving the satisfaction is the prerequisite for establishing a long-term relationship in commerce traditional or electronic. E-satisfaction is one of the basics issues for maintaining good relation with clients and building loyalty with them (Constantin, 2013). In addition, E-satisfaction is considered as one of the most important factors needed to success in the online business environment (Turban, 2015).

Literature Review and Hypothesis

The electronic loyalty concept has great attention from researchers. with Arabic and non-Arabic studies and they reached a different results. The results of Al-dweeri, Obeidat, Al-dwiry, Alshurideh and Alhorani (2017) study showed that the efficiency and privacy have no effect on electronic satisfaction, and its indicated a strong relation between customer service and electronic satisfaction. Also between electronic satisfaction and electronic trust, and electronic satisfaction have mediating role between electronic services quality and electronic loyalty. Also there is a relation between electronic trust and electronic loyalty. The result of Abou-Shouk and Khalifa (2016) study showed that the quality of the website affects purchasing behavior and electronic loyalty. The result of Al-Rimawi and Abu Rumman study (2014) showed that there is a direct impact of the services quality on electronic loyalty, and it's showed that the trust on information technology has the moderating role in the impact of electronic services quality on electronic loyalty. Shu-Pei (2017) study also showed that there is a direct impact of website design quality on electronic loyalty. Result of López-Miguens and Vazquez (2017) study indicated that there is no direct impact of the website quality on electronic loyalty, but the website quality has an indirect effect on electronic loyalty through electronic trust and electronic satisfaction. The results of the Ahmad, Rahman and Khan (2017) study indicated that the consumer does not have much interest on the website page and site information factors and these factors have a little effect on customer electronic satisfaction and customer electronic loyalty, and there is a significant effect of the customer service, customer interest, and the level of security, on the Electronic satisfaction, which is finally affect the customer electronic loyalty. The study of Tando, Kiran and Sah, 2017) results indicate that electronic satisfaction has mediating role between website services quality and repurchasing intent. Also that electronic satisfaction effects on the repurchasing intent. According to the findings of previous studies, the following hypothesis was determined:

H1: There is impact of social media on electronic loyalty of Jordanian consumer.

H2: There is impact of social media on electronic trust of Jordanian consumer.

H3: There is impact of social media on electronic satisfaction of Jordanian consumer

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3 METHODOLOGY

3.1 SAMPLE

The population of this study was all consumers and users of the social media tools in Jordan, and because of the difficulty in determining the numbers of these consumers, the researcher relied on a prepared questionnaire for this purpose by displaying it on the social media (Facebook,

Twitter and Instagram) to obtaining the necessary data, and then asked the shoppers through these tools to answer the items on the questionnaire. After the displaying of the questionnaire on social media for a period of 3 weeks the researcher gained a set of responses and it was 739 questionnaires, all of which were valid for analysis.

3.2 Measurement

this study used the questionnaire method and the type of items were closed because it's suitable for this type of studies. Researcher adopted the scale of independent variable (social media) from Alalwan (2018) study to measure the independent variable (social media) and it consists of four dimensions: informatics, interactive, credibility, and content sharing, which contains (16) items. and they adopted on the mentioned scale on the López-Miguens & Vazquez (2017) study to measure the electronic loyalty (dependent variable) and it consists of two dimensions: electronic trust and electronic satisfaction, which contains (8) items, The five-point scale of Likert has been used to answer on the variables items, strongly agree as the highest value, and strongly disagree as the lowest value.

4 RESULTS

Table (1) indicates the number of dimensions items for each variable on this study and the stability coefficient of these paragraphs. It's all greater than the statistically acceptable percentage (0.70) (Sekaran & Bougie, 2012, 325). The highest value in mean it was for item (share content) with this value (4.31) and the lowest value in mean it was for item (credibility) with this value (3.40).

TABLE (1) *NUMBER OF DIMENSIONS ITEMS*

Variables	Items	Alpha	Mean	SD	Informatics	Interaction	Share content	Credibility	Electronic Trust	Electronic satisfaction
Informatics	4	0.77	3.60	0.35	1					
Interaction	4	0.84	3.59	0.39	0.20* 0.04	1				
Credibility	4	0.78	4.31	0.46	0.27** 0.01	0.19* 0.05	1			
Share Content	4	0.81	3.40	0.44	0.29** 0.00	0.29** 0.00	0.20* 0.04	1		
Electronic Trust	4	0.91	4.02	0.32	0.27** 0.01	0.21* 0.04	0.15** 0.00	0.51** 0.00	1	
Electronic Satisfaction	4	0.87	3.96	0.39	0.31** 0.00	0.42** 0.00	0.48** 0.00	0.61** 0.00	0.43** 0.00	1

H1: There is impact of social media on Jordanian consumer electronic loyalty.

Table (2) Impact of Social Media on Electronic Loyalty

dimension	B	Beta	T	Sig.
Informatics	0.14	0.20	2.26	0.03
Interaction	0.26	0.27	3.14	0.00
Share content	0.04	0.06	75.0	0.42
Credibility	0.43	0.59	6.76	0.00
	R2=0.40	F=14.85	Sig.=0.00	

Tables (2) indicate result of a linear multiple regression analysis of social media dimensions impact on electronic loyalty of Jordanian consumer. It showed that there is an effect of social media on the electronic loyalty, where the value of R2 reached (0.40) and this means that social media explains (40%) of the variance in electronic loyalty, and the value of F (14.85), and the significance level was (0.00). The dimensions of social media found that it has individual effect and it was significant for all dimensions except the content sharing dimension as it had no significant effect and the value was (0.42), and the dimensions was ranked according to its impact. Its laded by credibility dimension, with this values B (0.43), Beta (0.59), T (6.76) with a significant level (0.00), the second rank according to its impact was for the interaction dimension with this values B (0.26), Beta (0.27), T (3.14), with a significant level (0.00). the third rank according to its impact was for the informational dimension, with this values B (0.14), Beta (0.20), T (2.26) with a significant level (0.03), the last rank according to its impact, was for the content sharing dimension with this values, B (0.04), Beta (0.06), T (0.75) and it had no significant effect as the value was (0.42).

The results of Regression analysis indicate to accept of the first study hypothesis, which states that there is impact of social media on electronic loyalty of Jordanian consumer.

H2: There is impact of social media on electronic confidence of Jordanian consumer.

Table (3) Impact of Social Media on Electronic Trust

Table (3) Impact of Social Media on Electronic Trust

R2	B	F	Sig.
0.05	0.42	4.39	0.04

Tables (3) indicate result of a linear simple regression analysis of the social media impact on the electronic trust of Jordanian consumer. It shows that there is a significant effect of social media on electronic trust, where the value of R2 reached (0.05), this means that social media explains (5%) of the variance in electronic confidence, and the value of B (0.42), while the value of F (4.39) with a significant level (0.04). The results of Regression analysis indicate to accept of the second study hypothesis, which states that there is impact of social media on electronic confidence of Jordanian consumer.

H3: There is impact of social media on electronic satisfaction of Jordanian consumer.

Table (4) Impact of Social Media on Electronic satisfaction

R2	B	F	Sig.
0.10	0.69	10.74	0.00

Tables (4) indicate result of a linear simple regression analysis of social media impact on the electronic satisfaction of the Jordanian consumer. Where the value of R2 reached (0.10), this means that social media explains (10%) of the variance in electronic satisfaction, and the

value of B (0.69), while the value of F (10.74) with a significant level (0.00). The results of Regression analysis indicate to accept of the second study hypothesis, which states that there is impact of social media on electronic satisfaction of Jordanian consumer.

5 CONCLUSION

The descriptive analysis results indicated that there middle levels of average for three dimensions of social media, namely: informatics, interaction and content sharing, while the credibility dimension was high level, which indicates that the Jordanian consumer focused on the level of credibility of the available information for the offered products through social media tools more than focusing on interacting with other users who use these media to gain the products that they need. Also it indicates that there is a high level of loyalty of Jordanian consumer in dealing with social media tools, where the Jordanian consumer has a high trust on the online shopping because of the high reliability of the information and the ease in obtaining his needs. This reflected positively on the level of electronic satisfaction. Also the study results showed that there is significant effect of social media on electronic loyalty, where the consumer has benefits from his entrance time on this tool. Whereas consumers enter to browse his needs and interact with other consumers to obtain the products that he need, they actually get many accurate information of his needs from the other consumers. Also, they can verify the credibility of this information by dialogue with others and reading comments. Then they decide what to do with the purchase. However The Jordanian consumer does not have much inclination to share the content of what he publishes on these tools. Therefore there was no impact of the content sharing on their electronic loyalty. Also the study evident that there is a significant effect of social media on electronic trust, because of its abundance of information, easy access, high credibility, and the ability of the consumers to make sure of this information through interaction with others. The ease and security of shopping through social media has made the consumers more satisfied and also these tools can save time that can be invested in other areas.

6 ACKNOWLEDGMENT

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